

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 04738 290743Z
ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 /018 W
-----290754Z 123640 /14
R 290552Z MAY 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2821

UNCLAS TEHRAN 4738

E.O.11652: N/A
TAGS: BEXP, IR
SUBJ: IRAN INTERNATIONAL FAIRS AND EXHIBITION CORP.

REF: USDOC 09057, TEHRAN 2870

TC DIRECTOR HAD UNUSUALLY FRANK AND CONSTRUCTIVE MEETING
WITH N.A. TALEGHANI, PRESIDENT SUBJECT CORPORATION, ON
MAY 25, 1977. FOLLOWING POINTS COVERED.

2. TALEGHANI OBVIOUSLY WELCOMES POST AND COMMERCE INITIA-
TIVE IN SUPPORTING HIS PROGRAM AND, MORE SPECIFICALLY, OUR
JOINT OFFER TO ASSIST HIM IN HIS PROCUREMENT ACTIVITIES
INSOFAR AS POSSIBLE. HE PROMISED TO HAVE REQUESTED PHOTO-
GRAPHS AVAILABLE NEXT WEEK AND ALSO TO PREPARE PRESS
RELEASE FOR AGWA.

2. HE IS TAKING COMPLETELY DIFFERENT APPROACH TO PROCURE-
MENT PROBLEMS THAN HIS PREDECESSOR AND HAS IN SHORT TIME
BECOME FULLY FAMILIAR WITH DIFFICULTIES SIGNING UP
EXHIBITORS. MORE IMPORTANTLY, HE IS FULLY PREPARED TO
ADMIT THESE DIFFICULTIES AND SEEK OUTSIDE ASSISTANCE AND
ADVICE. BOTH HE AND HIS ASSISTANT, HAGHIGHAT-SHOAR, SUR-
PRISINGLY ADMITTED THEY HAD BEEN MOST FAVORABLY IMPRESSED
WITH CLAPP AND POLIAK PRESENTATION LAST YEAR BUT UNDER
THE CIRCUMSTANCES EXISTING AT THAT IME DID NOT FEEL FREE
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TO EXPRESS THESE SENTIMENTS. FURTHER, TALEGHANI IS ACTIVELY
INTERESTED IN, AND SEEKING, COMPETENT FAIR MEARKETING FIRM
TO OBTAIN EXHIBITORS IN THE UNITED STATES, TO THIS END,
COMMERCE IS REQUESTED FURNISH SOONEST FURTHER DETAILS ABOUT
NATIONAL ASSOCIATION EXPOSITION MANAGERS FOR DELIVERY TO
TALEGHANI.

3. THIS REPRESENTS NEW AND CORDIAL RELATIONSHIP WITH IIFEC WHICH WE WISH TO TAKE EVERY ADVANTAGE OF. FOR FIRST, TIME, BELIEVE IIFEC MANAGEMENT IS CONVINCED TC NOT COMPETING WITH IT AND THIS ATTITUDE WILL INEVITABLY BE TRANSMITTED TO OTHERS IN GOI ON WHOM POST RELIES FOR SUPPORT OF ITS TRADE PROMOTION PROGRAMS.
MIKLOS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 29-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Retention: 0
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Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: IRAN INTERNATIONAL FAIRS AND EXHIBITION CORP.
TAGS: BEXP, IR
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